



DEPARTMENT OF THE NAVY  
HEADQUARTERS UNITED STATES MARINE CORPS  
3000 MARINE CORPS PENTAGON  
WASHINGTON, DC 20350-3000

IN REPLY REFER TO:

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LF

SEP 19 2016

From: Commandant of the Marine Corps (LF)

To: Distribution

Subj: ENERGY ACTION MONTH (OCTOBER 2016)

Ref: (a) DODI 4170.11, Installation Energy Management, Change 1, 16 March 2016  
(b) DC I&L, Marine Corps Installations Energy Management Program, FY2016 - FY2025 Facilities Energy and Water Management Goals, 27 July 2016  
(c) DC I&L, Marine Corps Energy Ethos Campaign, 10 October 2014  
(d) ADC I&L (LF), United States Marine Corps Energy Ethos Campaign, 24 September 2014

Encl: (1) Energy Action Month Implementation  
(2) Energy Action Month Materials

1. October, designated as Energy Action Month (reference (a)), provides the opportunity for the Marine Corps to emphasize its energy vision, goals, and accomplishments, and to educate Marines, Sailors, civilians, and families about Marine Corps energy issues. Enclosure (1) provides direction and guidance that regional and installation commands shall utilize this coming October in order to motivate these groups to adopt energy-conscious behaviors. Enclosure (2) provides an overview of available materials to support Energy Action Month efforts.

2. Reference (b) establishes Marine Corps programmatic installation energy management goals for the coming decade. The launch of the Marine Corps' Energy Ethos Campaign (references (c) and (d)) was the first step towards establishing the shared vision that the efficient use of energy resources is a critical component of mission readiness. Successfully changing behavior to adopt the Energy Ethos will mean enhanced mission effectiveness, increased resiliency, and reduced cost to the Marine Corps. Your support in driving this Ethos during Energy Action Month is appreciated.

3. The point of contact for Energy Action Month is Mr. Scott Houldsworth, email: [scott.houldsworth@usmc.mil](mailto:scott.houldsworth@usmc.mil), (571) 256-2818.



J. J. BROADMEADOW  
By direction

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**SUBJ: ENERGY ACTION MONTH IMPLEMENTATION**

**1. Situation**

a. Energy Action Month (EAM) will serve to raise awareness concerning energy use and its importance to the Marine Corps, and to encourage energy-saving actions by Marines, Sailors, civilian Marines, and their families. EAM provides an opportunity to instill efficient habits and a culture that recognizes the importance of reducing energy use and, in particular, eliminating energy waste – the Marine Corps Energy Ethos.

b. Operational readiness, quality of life, and safety will not be compromised to achieve energy and water efficiencies; however, these should not be viewed as incompatible goals. Prudent energy management should be a part of operational procedures, planning criteria, and scheduling, both during EAM and year-round.

2. **Purpose.** To inform Regional and Installation Commands that October is designated as EAM and to direct Command involvement in utilizing this opportunity to demonstrate local commitment towards achieving Marine Corps energy management goals and spreading the Energy Ethos.

**3 Execution**

a. **Commander's Intent and Concept of Operations**

(1) **Commander's Intent.** Installation Commands will utilize EAM to:

- (a) Publicize energy and water conservation goals.
- (b) Distribute information about how to reduce energy and water waste.
- (c) Equate efficient use of energy to operational readiness.
- (d) Recognize energy conservation achievements.
- (e) Demonstrate leadership support of the Energy Ethos Campaign.

(2) **Concept of Operations.** Regional and Installation Commands will stand up a working group led by the Installation Energy Manager (IEM) and comprised of representatives from the Public Affairs Office (PAO), Marine Corps Community Services (MCCS), Installation G/3-Combat Camera, Installation Public Works and/or Facilities Maintenance Department Office, and the non-tactical vehicle Fleet Management Section. This working group will work to achieve the following:

(a) **Initiatives**

1 Encourage tenant units on the installation to hold an Energy Stand Down during the month of October to review and discuss energy-related topics.

2 Release correspondence recognizing EAM and encouraging all on the installation to take specific energy-saving actions during the month of October.

(b) Public Affairs

1 Publish stories in installation outlets (Marines.mil, DVIDs, base papers, Web sites) during the month highlighting the Installation's energy program.

2 Post both materials provided by MCICOM and original materials to installation social media accounts (Facebook, Twitter, Instagram) throughout the month.

3 Coordinate digital signage across the Installation reminding tenants of EAM and specific energy-saving actions to take.

(c) Events

1 Coordinate with IEMs and PAOs for Installation Commander to:

a Conduct a walkthrough of energy features on the Installation.

b Meet with and recognize installation and/or unit energy managers (UEMs) to learn more about their efforts.

2 Conduct a special energy-related event or series of events that aim to drive down energy consumption (e.g., a Power-Down Weekend or community energy waste scavenger hunt) and measure the effects.

(d) Competitions

1 Coordinate inter-unit competitions in order to reduce energy consumption by the highest percentage compared to the prior October, and recognize the winning unit accordingly. Materials to encourage behavior change are available from MCICOM GF-1.

2 Host an innovation-focused effort to collect ideas from all Marines, Sailors, civilians, and community members on potential energy-saving projects (in a physical or electronic 'suggestion box' style or via a social media campaign), and recognize the winning ideas.

b. Responsibilities

(1) MCICOM

(a) Disseminate content on energy matters and conservation techniques to support EAM activities.

(b) Emphasize energy and water efficiency at all command levels.

(c) Relate resource conservation to operational readiness.

(2) Regional Commands and PAO

(a) Release regional policy or communications as needed to drive EAM success.

(b) Engage with MEF leadership and public affairs to coordinate outreach between installations and operations.

**(3) Installation Commands and PAO**

(a) Release installation policy or communications (to include print media, social media, and multimedia) as needed to drive EAM success.

(b) Establish incentives and awards programs that target individuals and units to recognize energy saving efforts and reward energy conserving behavior.

(c) Utilize metering data to provide tenant commands with usage information during EAM.

(d) Drive installation-wide efforts or events (e.g. a Power Down or an ideas competition).

## Energy Action Month Materials

The following material will be distributed to each installation from MCICOM GF-1 in print or printed locally, will be available for download from <http://www.mcicom.marines.mil/Units/GF-Facilities/GF-1-Energy/Energy-Action-Month/>, and is available digitally by request.

### 'You Have the Power' Posters



### 'Did You Know?' Flyers





## '5 Ways to Save' Tip Sheets



### 5 WAYS TO SAVE DRIVING

1. Keep tires properly inflated - the a tire pressure information panel on the driver's side door sill.
2. Don't idling unnecessarily long at red lights.
3. Avoid excessive idling at drive-through windows.
4. Avoid idling for more than 30 seconds at a time.
5. Avoid idling for more than 30 seconds at a time.



### 5 WAYS TO SAVE INDUSTRIAL WORK

1. Turn off lights when not needed.
2. Turn off lights when not needed.
3. Turn off lights when not needed.
4. Turn off lights when not needed.
5. Turn off lights when not needed.



### 5 WAYS TO SAVE BARRACKS

1. Turn off lights when not needed.
2. Turn off lights when not needed.
3. Turn off lights when not needed.
4. Turn off lights when not needed.
5. Turn off lights when not needed.



### 5 WAYS TO SAVE HEAD

1. Turn off lights when not needed.
2. Turn off lights when not needed.
3. Turn off lights when not needed.
4. Turn off lights when not needed.
5. Turn off lights when not needed.



### 5 WAYS TO SAVE OFFICE

1. Turn off lights when not needed.
2. Turn off lights when not needed.
3. Turn off lights when not needed.
4. Turn off lights when not needed.
5. Turn off lights when not needed.



### 5 WAYS TO SAVE FAMILY HOUSING

1. Turn off lights when not needed.
2. Turn off lights when not needed.
3. Turn off lights when not needed.
4. Turn off lights when not needed.
5. Turn off lights when not needed.

## Digital Graphics


### ENERGY ACTION MONTH



- Turn off the lights
- Use natural or task lighting
- Unplug unused appliances
- Obtain and use a power strip
- Close windows if heat or AC is on
- Dress appropriately for the temperature

### ENERGY ACTION MONTH 2016

THE BEST WAY TO SAVE IS TO PREVENT THE WASTE - ENERGY ACTION MONTH

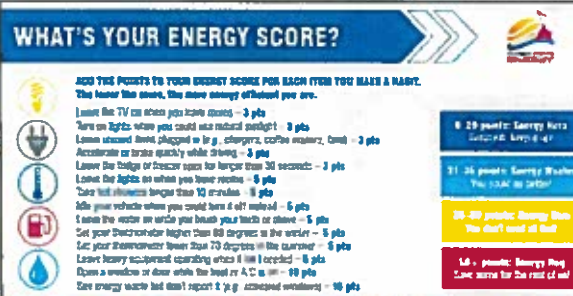


- GENERATORS HVAC**  
Turn off the generator when not needed.
- VEHICLES**  
Turn off the engine when not needed.
- LIGHTING**  
Turn off the lights when not needed.

**YOU HAVE THE POWER**

## 'Bases to Battlefield' Tips

### WHAT'S YOUR ENERGY SCORE?



ADD THESE POINTS TO YOUR ENERGY SCORE FOR EACH ITEM YOU MAKE A HABIT.

- Turn off the TV or when you leave the room - 5 pts
- Turn off lights when you could use natural light - 5 pts
- Leave the door closed when you leave the room - 5 pts
- Leave the door closed when you leave the room - 5 pts
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### MARINE CORPS ENERGY BILL

ENERGY SAVING IS THE EASIEST WAY TO SAVE MONEY



**\$226 MILLION** SPENT ON INSTALLATION ENERGY IN FY15

**COSTS ABOUT AS MUCH AS**

- 39 MILLION
- 17 MILLION
- 29 MILLION
- 41 MILLION

**ENERGY POWERS ALL WE DO**

USE ENERGY RESPONSIBLY

USE ENERGY RESPONSIBLY

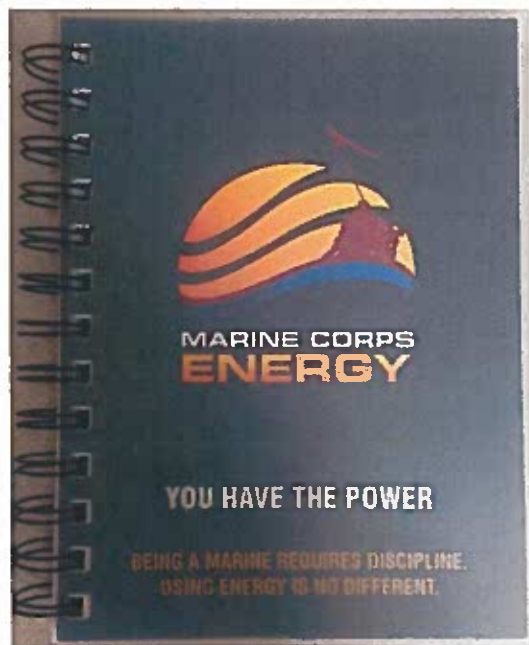
USE ENERGY RESPONSIBLY

USE ENERGY RESPONSIBLY

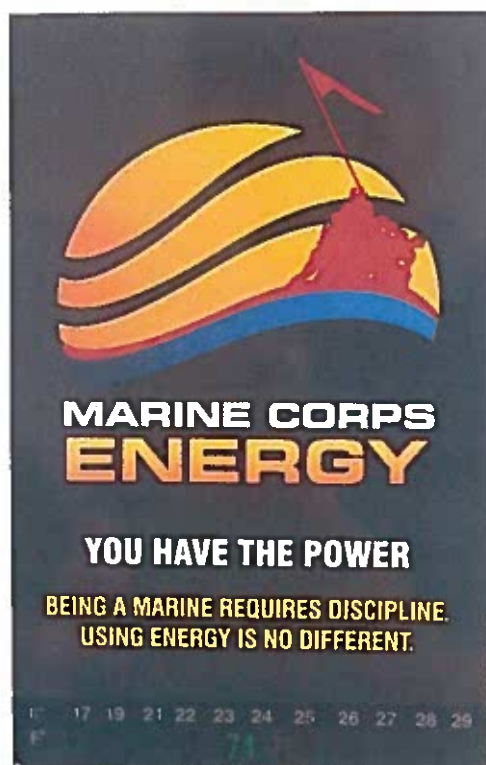
## Energy Score Quiz

## Marine Corps Energy Bill Infographic

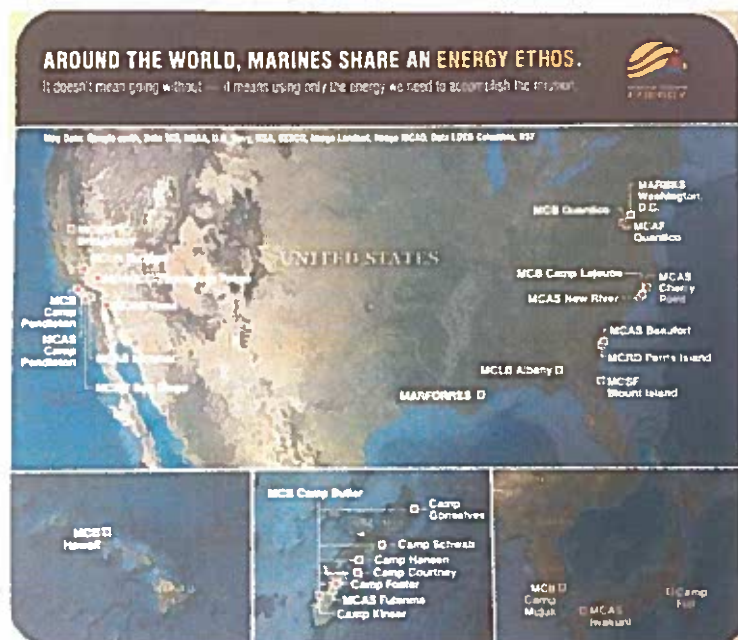
### Promotional Materials



## Notebook



### Temperature Magnet



## Mousepad

**Pen**